



Unveiling the complex dynamics of masstige and social value: effects on loyalty and interplay with attitudes

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Abstract

This study investigates the complex dynamics of consumer-brand relationships by examining the influence of masstige and social value on attitudinal and behavioral loyalty. Drawing on a comprehensive theoretical framework, current study employs a quantitative technique to evaluate the preferences and behaviors of diverse consumer groups, using data collected from a sample of 400 Pakistani Yamaha heavy-bike consumers via an online survey. Using the PLS-SEM technique to analyze the model, this study provides valuable insights into how brand values shape consumer loyalty, offering a deeper understanding of consumer-brand relationships. This study explores the mediating roles of cognitive, affective, and conative attitudes, interpreting how these mechanisms bridge the gap between brand values and consumer loyalty while augmenting our understanding of how brands are positioned in the minds of consumers. This study adds to the literature by aiming to provide a holistic analysis of the relationships between brand values, loyalty, and attitudes and further contributes to the evolving literature of consumer behavior research.

Keywords Masstige value · Social value · Cognitive attitude · Affective attitude · Conative attitude · Attitudinal loyalty · Behavioral loyalty

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1 Introduction

In today's global market, one of the key factors gaining attention in a competitive business environment is the profound influence of brand values and consumer attitudes, which play a crucial role in explaining consumer behavior both within and across countries. As a result, understanding how brands shape consumer loyalty has become a vital issue in the context of globalization. The enchanting notion of cultivating not just attitudinal, but also behavioral loyalty captivates marketers, challenging them to navigate the intricate and ever-changing landscape of consumer preferences and choices. With consumers becoming increasingly discerning, and the marketplace inundated with choices, it has become imperative for the brands to understand the intricate factors that shape and sustain loyalty (Lee and Cho 2023; Park et al. 2022). Consumer behavior is closely tied to consumer needs, which vary significantly based on brand values and individual attitudes, influencing the way consumers perceive, evaluate, and act upon their needs. In this context, *masstige* value encapsulates the unique blend of mass-market accessibility and prestige allure (Moorlock et al. 2023), as the brands that manage to keep the balance, have captured the vision of modern consumers by offering them both individuality and quality (Wong 2023). Likewise, social values have appeared as a measure of a brand's placement with consumer's environmental, social, and ethical values and their social influence (Goyal 2021).

This study explores brand dynamics by examining the impact of *masstige* and social values on behavioral and attitudinal loyalty. Attitudinal loyalty incorporates consumers' cognitive, affective, and conative attitudes toward the brands (Wang et al. 2021); on the other hand, behavioral loyalty exhibits purchase behaviors and firm loyalty to the brands (Hall et al. 2022). Although existing research highlights the significant links between brand values, consumer attitudes, and loyalty, a research gap persists. To explore the relationship of *masstige* and social value with loyalty, it is necessary to examine the mediating role of consumer attitudes (Bilro et al. 2022; Boisvert et al. 2023; Quamina et al. 2023), through incorporating diverse but related dimensions in *masstige* (Shah and Shah 2022), and distinct perceived value components which may also impact consumer attitudes (Miao 2019). These three attributes of consumer attitudes constitute a critical bridge between the values associated with the brands and the loyalty behaviors exhibited by the consumers. These research gaps prompt us to consider how these attitudes mediate the influence of *masstige* and social value on both attitudinal and behavioral loyalty.

Theoretical research in the existing literature has extensively explored the individual influence of *masstige* and social value on consumer attitudes and loyalty (Das et al. 2022a, b; Rodrigues et al. 2024). However, a notable research gap exists in understanding the interconnected dynamics and mediating mechanism within the context of attitudinal and behavioral loyalty (Hallikainen et al. 2022). Although studies have explored the impact of *masstige* and social value on cognitive, affective, and conative attitudes separately (Das et al. 2022a, b), there is a scarcity of research that systematically evaluates the mediating roles of these attitudes collectively in shaping both dimensions of loyalty. This theoretical gap hinders the investigation of how consumer perceptions and emotional bonds impact attitudinal and behavioral loyalty from the perspective of *masstige* and social value when mediated by cognitive, affective, and conative attitudes.

This research relies on theoretical foundations of reasoned action (Ajzen and Fishbein 2002) that how consumers' pre-existing attitudes and behavioral intentions influence their actions; whereas, the customer loyalty model (Dick and Basu 1994) offers a broad perspective on the relationship between attitudes and behaviors, further providing insights into

the underlying forces of loyalty. These consumer behavior theories demonstrate the significance of how consumers value products and services and how their personal identity, social status, and attitudes impact their purchasing decisions. In present times, where consumers are not only purchasers but also active advocates and critics, it has become imperative to gain further knowledge about the nature of consumer-brand relationships. This research aims to fill the existing research gap by examining the impact of masstige and social value on attitudinal and behavioral loyalty while considering the mediating roles of cognitive, affective, and conative attitudes.

2 Conceptual background and hypotheses development

2.1 Attitudinal loyalty

Attitudinal loyalty is a significant concept in marketing and consumer behavior, and encompasses consumers' cognitive, affective, and conative attitudes toward the brands, determining an important dimension of consumer-brand relationships (Hallikainen et al. 2022; Wang et al. 2021). It refers to a customer's psychological and emotional connection to the brands, conveyed through positive feelings, trusts, and favorable attitudes toward the brands (Purohit and Radia 2022; Robertson et al. 2022). This form of loyalty not only involves repeat purchases; it also considers a strong preference and commitment for the brands that shape purchasing intentions and brand recommendation in the future (Shammout 2020; Shin et al. 2022). Word of mouth is more influential than attitudinal loyalty because it goes beyond an individual's repeat purchases to the accumulative purchasing power because of multiple consumer purchases by a single recommendation (Lim et al. 2022). This research investigates the impact of masstige and social value in shaping attitudinal loyalty. Masstige value is the synthesis of mass-market cost-effective, and prestige appeal, which affects cognitive and affective attitudes by showcasing the brand as absolutely accessible (Purohit et al. 2024). By aligning with societal values, social value develops positive cognitive and affective attitudes by emphasizing the brands' social responsibility (Gupta et al. 2023). Furthermore, cognitive, affective, and conative attitudes mediate the relationship between these brand values and attitudinal loyalty and offer a complete understanding of consumer-brand relationships.

2.2 Behavioral loyalty

Another fundamental element of the consumer-brand relationship is behavioral loyalty which considers tangible commitments and actions consumers display towards the brands (Wang et al. 2021). It also takes into account the repeated and persistent buying behavior of consumers for a product, brand, or service, which in turn exhibits their loyalty through actions instead of attitudes and perceptions (Lim et al. 2022; Robertson et al. 2022). The behavioral loyalty is important when measuring customer loyalty because the customers are not only satisfied, but are also willing to stick to the brand and purchase from it repeatedly, thus increasing business relations and overall business success (Shammout 2020), including multiple purchases, word-of-mouth promotion, and consumption of products or services under consideration in a long-term basis showing that the consumers have fully committed their loyalty (Jebarakirthy and Das 2021). Although attitudinal loyalty is important from the perspective of emotional bonds with the brands, behavioral loyalty is

the understanding of the cognitive and emotional bonds with the brands and an essential display of these attitudes. Brand relationships display a stronger impact on attitudinal loyalty than behavioral loyalty. However, attitudinal and behavioral loyalty are connected, as consumers with strong attitudinal loyalty also exhibit behavioral loyalty (Shin et al. 2022). Research highlights several indicators of behavioral loyalty, such as consumer satisfaction, positive brand practices, and effective loyalty programs (Hall et al. 2022).

2.3 Masstige value

Regarding masstige value, it establishes a mix mass-market accessibility with prestige appeal (Chatterjee et al. 2023; Paul 2015). The brands that successfully manage to harness this carefully balanced positioning stand to captivate the imagination of modern consumers bringing them exclusivity and quality (Ho et al. 2023; Kolańska-Stronka and Krasa 2024). The concept is based on the conception that customers look for services and products that link affordability with luxury and prestige (Alagarsamy et al. 2024; Rosendo-Rios and Shukla 2023). Thus, masstige value has appeared as an essential component that influences consumer behavior and brand perceptions because of developments in consumer preferences (Shahid et al. 2023). This value intention is linked with positive cognitive attitudes, as consumer brands' ability to offer quality, and affective attitudes, as the brands' distinctiveness can stimulate emotional connections. Masstige value significantly influences attitudinal and behavioral loyalty, as it stipulates intuitions into how brands can resonate with modern customers, offering a blend of accessibility and prestige. In contrast, a research conducted by Tynan et al. (2010) asserted that the masstige value might not be a driver of loyalty or satisfaction. To examine the influence of masstige value within the context of consumer attitude and loyalty, we formulate the following hypotheses.

H1a: Masstige value positively influences attitudinal loyalty.

H1b: Masstige value positively influences behavioral loyalty.

H1c: Masstige value positively influences cognitive attitude.

H1d: Masstige value positively influences affective attitude.

H1e: Masstige value positively influences conative attitude.

2.4 Social value

Social value, an increasingly central concept in modern marketing and consumer behavior research, reflects the alignment of a brand with societal values, ethical considerations, and its influence on the broader community (Gupta et al. 2023; Ho et al. 2023). In an era marked by growing consumer consciousness and ethical concerns, brands that demonstrate a commitment to social responsibility and sustainability have the potential to forge stronger connections with consumers (Goyal 2021). Social value refers to the perceived social acceptance and approval that a consumer receives from their reference groups as a result of their product choice, reflecting the extent to which the product enhances their social image and relationships (Watanabe et al. 2020). Here, we conceptualize social value as the

valuable information or entertainment that enables individuals to gain social benefits, such as increased popularity, likeability, or social capital, within their social networks (Lou and Xie 2021). Social value influences cognitive attitudes as consumers perceive brands that are socially responsible, trustworthy and commendable, which, in turn, shapes affective attitudes by fostering emotional attachments rooted in shared values. Furthermore, social value has been shown to play a significant role in shaping consumer loyalty and purchase behaviors (Reyes-Menendez et al. 2022; Lou and Xie 2021; Shammout 2020). However, a study by Sen et al. (2006) found that the impact of social value may be limited or dependent on other factors. To understand the effect of social value on consumer attitudes and consumer loyalty concept, we formulate the subsequent hypotheses:

H2a: Social value positively influences attitudinal loyalty.

H2b: Social value positively influences behavioral loyalty.

H2c: Social value positively influences cognitive attitude.

H2d: Social value positively influences affective attitude.

H2e: Social value positively influences conative attitude.

2.5 Cognitive attitude as a mediator

Cognitive attitude, a critical component in the study of consumer behavior, pertains to the beliefs and perceptions individuals hold about a brand or product (Albertsen et al. 2020; Zahid et al. 2024). Cognitive attitude refers to a rational and evaluative mindset, where an individual assesses the usefulness, necessity, and feasibility of behavior, considering factors such as its effectiveness, urgency, and the reasonable investment of time and resources required (Kouarfáté and Durif 2023; Spruit et al. 2024). These cognitive attitudes are integral component in shaping consumer evaluations and subsequent behaviors, serving as the foundation upon which consumer decisions are made (Kwon and Ahn 2023; Weinlich and Semerádová 2022). Existing literature emphasizes that cognitive attitudes are deeply influenced by various brand-related factors including quality, reputation, and distinctiveness (Han et al. 2024; Soni 2023). Brands that successfully convey attributes associated with masstige value, blending accessibility and prestige, can evoke positive cognitive attitudes as consumers perceive them as both attainable and exclusive (Alagarsamy et al. 2024; Moorlock et al. 2023). Moreover, social values characterized by ethical concerns and societal values might also impact consumer cognitive attitudes due to consumer preference for the socially responsible brands (Goyal 2021). To understand the intermediary influence of consumer cognitive attitude in the interactions between masstige value, social value as well as attitudinal and behavioral loyalty, we formulate the following hypotheses:

H3a: Consumer cognitive attitude influences consumer attitudinal loyalty.

H3b: Consumer cognitive attitude influences consumer behavioral loyalty.

H3c: Consumer cognitive attitude is expected to explain how masstige value influences consumer attitudinal loyalty.

H3d: Consumer cognitive attitude is expected to explain how masstige value influences consumer behavioral loyalty.

H3e: Consumer cognitive attitude is expected to explain how social value influences consumer attitudinal loyalty.

H3f: Consumer cognitive attitude is expected to explain how social value influences consumer behavioral loyalty.

2.6 Affective attitude as a mediator

Affective attitude, a fundamental dimension of consumer attitudes, encompasses the emotional connections and positive feelings individuals hold toward the brands or products (Han et al. 2024; Weinlich and Semerádová 2022). Affective attitude relates to individuals' emotional drive where their feelings, sentiments, and emotional response shape their attitudes, further influencing their overall beliefs and behavior towards a particular brand (Kouarfaté and Durif 2023; Spruit et al. 2024). These emotional connections are imperative to mold individuals' preferences, and loyalty, as consumer affective attitudes are prompted by the brand features that stimulate sentiments and align with individuals' desires and ambitions (Kwon and Ahn 2023; Paul 2018). In this study's context, these brands' features may be termed as masstige value and social value, where masstige value combines prestige and affordability, while social value encompasses ethical considerations and societal values. Hence, the brands capable of conveying masstige value might prompt consumer affective attitude through nurturing a sentience of uniqueness and emotional connection to a brand (Lee and Ko 2021), whereas the brands demonstrating social values might nurture consumer affective attitude by aligning with societal values and ethical sentiments. To explore the intermediary role of consumer affective attitude in the interaction between masstige value, social value, and both attitudinal and behavioral loyalty, we formulate the following hypotheses:

H4a: Consumer affective attitude influences consumer attitudinal loyalty.

H4b: Consumer affective attitude influences consumer behavioral loyalty.

H4c: Consumer affective attitude is expected to explain how masstige value influences consumer attitudinal loyalty.

H4d: Consumer affective attitude is expected to explain how masstige value influences consumer behavioral loyalty.

H4e: Consumer affective attitude is expected to explain how social value influences consumer attitudinal loyalty.

H4f: Consumer affective attitude is expected to explain how social value influences consumer behavioral loyalty.

2.7 Conative attitude as a mediator

Conative attitude is a major aspect of consumer behavior where cognitive and affective attitudes transform into concrete activities and behaviors (Kwon and Ahn 2023; Weinlich and Semerádová 2022), and imitates individuals intents and obligations to behave in a way that aligns with their beliefs by making an emotional bond with a particular brand. The behavioral or conative traits of the consumer attitude embodies the emotional and behavioral aspect which may include favorable or unfavorable sentiments, activities, and propensities in relation to consumer attitude, ultimately prompting individuals prospect to engage in a particular behavior (Kouarfaté and Durif 2023). Previous studies affirm the influence of consumer conative attitude in the association between consumer attitudes and their subsequent behaviors, which might include brand advocacy, purchases, and loyalty (Hall et al. 2022). According to the current study's perspective, consumer conative attitude is proposed to act as a mediating factor between masstige value, social value, and attitudinal as well as behavioral loyalty, where masstige and social value evoke individuals' sentiments, whereas attitudinal and behavioral loyalty act as the actual behavior or response to those emotions. To explore the intermediary role of consumer conative attitude in the interaction between masstige value, social value, and both attitudinal and behavioral loyalty, we formulate the following hypotheses:

H4a: Consumer conative attitude influences consumer attitudinal loyalty.

H4b: Consumer conative attitude influences consumer behavioral loyalty.

H4c: Consumer conative attitude is expected to explain how masstige value influences consumer attitudinal loyalty.

H4d: Consumer conative attitude is expected to explain how masstige value influences consumer behavioral loyalty.

H4e: Consumer conative attitude is expected to explain how social value influences consumer attitudinal loyalty.

H4f: Consumer conative attitude is expected to explain how social value influences consumer behavioral loyalty.

2.8 Conceptual model

Drawing on the above discussion and existing literature, a conceptual model proposed as depicted in Fig. 1. This conceptual model conveys that masstige value and social value have a direct as well as indirect impact on attitudinal and behavioral loyalty via consumer cognitive, affective and conative attitudes. Further, we predicted that consumer attitudes (i.e. cognitive, affective, conative) mediate the association between masstige value, social value, and attitudinal and behavioral loyalty.

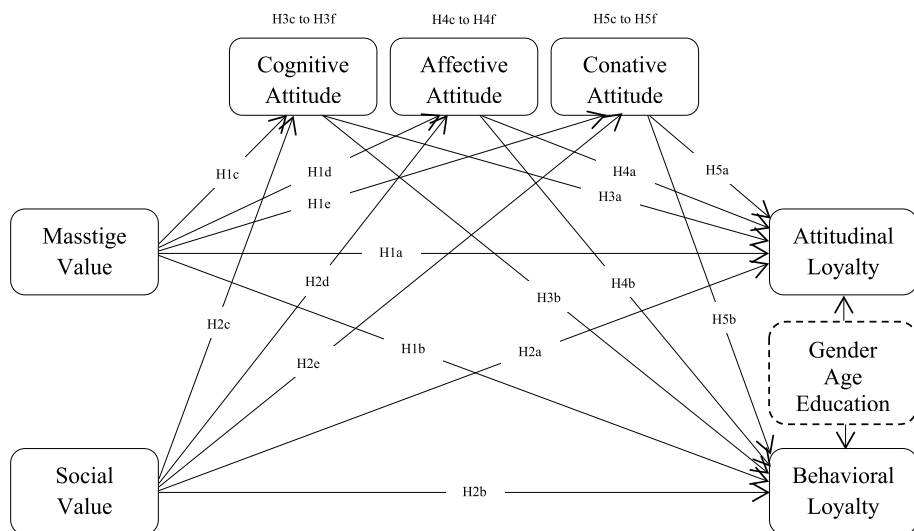


Fig. 1 Conceptual model

3 Materials and methods

3.1 Sample and data collection

Current study's data was collected by disseminating a Google survey from the consumers of Yamaha heavy-bike, a main player of heavy-bike market of Pakistan, signifies a captivating brand positioning. Conducting studies in this particular sector addresses research gap as well as provides concrete inferences for the Yamaha and other heavy-bike producers looking for refining their marketing tactics to align with the exclusive anticipations and inclinations of heavy-bike aficionados. Amongst diverse brand communities related to Yamaha heavy-bikes on various social media platforms, "YAMAHA Heavy Bikers Community" a brand community on Facebook was selected being the most relevant one. Earlier, many researchers have collected the research data through diverse digital channels (Mansoor and Paul 2022; Reyes-Menendez et al. 2022; Shahid and Paul 2021). Elaborating through a special note in the survey, middle-income consumers drawing monthly household income between Rs 50,000 and 1,00,000 were targeted (Adil 2017; Subohi 2006). The selected brand community consists of 4.5 K members, and 400 of them responded, resulting in a response rate of 8.9%. The choice of the Pakistani luxury market for this study is driven by its rapidly expanding and vast potential, situated within the context of a challenging, dynamic, competitive, and globally untapped market.

Collecting data from a sample of 400 Pakistani Yamaha heavy-bike consumers employed a non-probability purposive sampling technique, which involves deliberately selecting sampling units within the population segment with the most relevant information on the characteristics of interest (Guarte and Barrios 2006). Widely utilized in social sciences, especially market research, this technique is recognized for its effectiveness (Shah, Husnain, and Zubairshah 2018). The focus on middle-income consumers aligns with the fact that masstige brands primarily cater to this emerging consumer segment (Das et al. 2022a, b), as for the prestigious mass brands, the utmost respondents sought for the

Table 1 Sample demographics (n = 400)

Content	Category	Code	Frequency	Percent
Gender	Male	1	257	64%
	Female	2	143	36%
Age	21–30 years	1	150	37%
	31–40 years	2	154	39%
	Above 40 years	3	96	24%
Education	Bachelor	1	203	51%
	Master	2	156	39%
	M.Phil & above	3	41	10%
Total			400	100%

Bold values are the total frequency and percentage, which indicate the overall sample size. This ensures that all the data presented in the table is accounted for and provides a complete picture of the demographic distribution. These values are used to draw attention to the most significant findings, making it easier to interpret the data and identify patterns

collection of data proposed in existent literature were middle-income customers (Singh 2024). The minimum age limit of the respondents was 21 years grounded on the assumption of adequate purchasing power and earlier luxury brands' experience (Ajitha and Sivakumar 2019). Table 1 demonstrates the demographic profile of the sample.

3.2 Common method variance

Given that all constructs' measurements and data in this study were sourced from the same respondents, the potential for common method variance (CMV) exists (Podsakoff, MacKenzie, and Podsakoff 2012). To gauge and mitigate the impact of CMV, various recommended statistical and procedural remedies, as suggested by Podsakoff et al. (2003), were implemented. Counterbalancing the order of construct measurements effectively addressed order bias (Chang et al. 2010); however, identifying the precise source of method bias is intricate, leading us to employ two recommended statistical techniques for evaluation. First, Harman's single-factor test was applied to all items of measured constructs, revealing that the single factor in the un-rotated solution accounted for only 47% of the variance indicating no significant common method variance in the data (Kock et al. 2021). Secondly, common latent factor (CLF) analysis was conducted by comparing the regression weights of variables with and without CLF (Magnoni et al. 2021). The observed variation in the regression weights was found to be relatively low, less than 3.3, indicating the absence of issues related to pathological collinearity and common method bias (Kock 2015).

3.3 Measures

All constructs were assessed using established pre-existing scales comprising 22 items, with slight modifications made to the wording to align with the context of the study. The questionnaire was divided into two segments. The initial section encompasses demographic information from the respondents, while the subsequent section presents the constructs under examination in the study. Masstige value was measured using 3 items adapted from Rodrigues et al. (2024), social value with 3 items adapted from Gupta et al. (2023),

cognitive attitude with 4 items, affective attitude with 3 items, and conative attitude with 3 items adapted from Albertsen et al. (2020), attitudinal loyalty with 3 items adapted from Kharouf et al. (2019), and behavioral loyalty with 3 items adapted from Rathnayake (2021). In the assessment of the items, a 5-Point Likert Scale was used. Table 2 contains the detail of the items of the studied constructs and their composite reliability.

3.4 Data analysis and results

Anderson and Gerbing (1988) introduced a robust two-steps methodology for analyzing structural equation models (SEMs), involving the assessment of the appropriateness of the measurement model and the development and evaluation of the structural model. These sequential steps serve as reliable indicators, effectively preventing any interference between the measurement model and the structural model, thereby enhancing the overall reliability of the analysis (Shahid and Paul 2021). The hypotheses outlined in our conceptual model (Fig. 1) were examined using PLS-SEM through SmartPLS. PLS-SEM has gained increasing popularity in various industries and organizational research (Legate et al. 2023), superior and preferred approach when estimating mediation and conditional process models (Pesämaa et al. 2021), suitable for identifying significant explanators in the models (Richter et al. 2022), capable to test multiple exogenous and endogenous constructs simultaneously (Zhu et al. 2021), to analyze complex interrelationships between indicators and constructs (Becker et al. 2023), to handle non-normal data, complex theoretical models, attaining statistical power with a limited sample size while focusing on enhancing the model's predictive capability (Hair and Alamer 2022), and now commonly applied in many social science disciplines including marketing (Hair and Alamer 2022; Hair et al. 2017).

3.5 Measurement model, reliability, and validity

In order to validate the measurements, confirmatory factor analysis (CFA) was used to determine the model fitness (Dash and Paul 2021). Before conducting CFA, the normality of each scale in the current study was examined, with skewness and kurtosis values falling within the acceptable range of -2 to $+2$ (Tabachnick and Fidell 2007). Internal consistency and composite reliability were analyzed for each instrument like Cronbach's alpha, convergent validity, and discriminant validity. Standardized item loadings, composite reliability, and Cronbach's alpha values (refer to Table 2) surpassed the recommended threshold of 0.7, while the average variance extracted (AVE) exceeded its cutoff value of 0.5. These results confirm that all constructs in the study are adequately represented by their respective items (Hair et al. 2017; Shi and Maydeu-Olivares 2020). The results of discriminant validity (see correlation Table 3), which evaluates the statistical distinction between constructs (Campbell and Fiske 1959), reveal that for each construct, the square root of AVE exceeds the shared variance between the latent variables, indicating strong discriminant validity for the scales (Fornell and Larcker 1981).

3.6 Structural model and hypotheses testing

After meeting all the measurement model guidelines, the relevance and predictive power of the structural model were evaluated. To assess multicollinearity among the constructs, all

Table 2 Construct reliability and validity

Constructs/ items	Loadings
C. Masstige Value ($\alpha=0.884$; $CR=0.928$; $AVE=0.812$)	
1. I would pay a higher price for this brand for status reasons	0.890
2. I love to by this brand regardless of price	0.905
3. Nothing is more exciting than this brand	0.907
D. Social Value ($\alpha=0.882$; $CR=0.927$; $AVE=0.810$)	
1. Purchase of this brand will help me gain social approval	0.893
2. Purchase of this brand will help me make a positive impression on other people	0.895
3. Purchase of this brand will help me improve the way I am perceived	0.912
E. Cognitive Attitude ($\alpha=0.936$; $CR=0.954$; $AVE=0.839$)	
1. In my opinion, the quality of the product is very high	0.914
2. The product keeps to its promise	0.931
3. I am very satisfied with the product	0.916
4. The product meets my expectations	0.903
F. Affective Attitude ($\alpha=0.860$; $CR=0.915$; $AVE=0.781$)	
1. The product suits me completely	0.873
2. I find the product very pleasant	0.911
3. The product is very distinctive	0.867
G. Conative Attitude ($\alpha=0.873$; $CR=0.922$; $AVE=0.797$)	
1. I intend to buy the product in the future	0.882
2. I am very faithful to the product	0.899
3. The product is worth a higher price than other products	0.897
A. Attitudinal Loyalty ($\alpha=0.881$; $CR=0.927$; $AVE=0.808$)	
1. This brand means a lot to me	0.896
2. I am very attached to this brand	0.896
3. I feel a real sense of belonging to this brand	0.906
B. Behavioral Loyalty ($\alpha=0.889$; $CR=0.931$; $AVE=0.819$)	
1. I prefer only this brand	0.892
2. If this brand is not available, I will buy it in another time	0.910
3. I will buy the same brand in future	0.913

AVE, average variance extracted; CR, composite reliability

inner VIF values were well below the recommended threshold ($VIF < 3$) for all endogenous constructs (Legate et al. 2023), as summarized in Table 4. Predictive capabilities of PLS-SEM have been expanded as compared to traditional and in-sample model prediction metrics (R^2) due to advancements in modern methodological approaches, involving extension in the out-of-sample prediction metrics to evaluate conceptual models (Hair and Sarstedt 2021). In out-of-sample prediction process, two sample are employed: one for the establishment of model's parameters and second one to predict the dependent variable (Legate et al. 2023). Out-of-sample prediction metrics are achieved by primarily utilizing a training sample to evaluate model parameters and consequently putting those parameters to predict values of the dependent variable in a second hold-out sample (Shmueli et al. 2019).

In-sample predictive validity was examined to validate the coefficients of determination (R^2) measures for all endogenous constructs (Legate et al. 2023; Zhu et al. 2021). The illustrative model, on the whole, elucidated over 58% of the variance in consumer

Table 3 Fornell-Larcker criterion

Construct	Mean	SD	MV	SV	CG	AF	CN	AL	BL
Gender	1.36	0.480	—	—	—	—	—	—	—
Age	1.87	0.773	—	—	—	—	—	—	—
Education	1.60	0.669	—	—	—	—	—	—	—
MV	3.4108	0.8682	0.901	—	—	—	—	—	—
SV	3.5058	0.9164	0.255	0.900	—	—	—	—	—
CG	3.4994	0.9196	0.503	0.378	0.916	—	—	—	—
AF	3.6500	0.8695	0.420	0.337	0.564	0.884	—	—	—
CN	3.5817	0.8502	0.518	0.502	0.521	0.623	0.893	—	—
AL	3.5467	0.8792	0.525	0.569	0.557	0.564	0.637	0.899	—
BL	3.7075	0.8579	0.551	0.495	0.666	0.690	0.682	0.681	0.905

MV, masstige value; SV, social value; CG, cognitive attitude; AF, affective attitude; CN, conative attitude; AL, attitudinal loyalty; BL, behavioral loyalty

The bold value should be greater than all correlations (off-diagonal values) in the same column and row to establish discriminant validity. This ensures that the construct shares more variance with its indicators than with other constructs, confirming that each construct is distinct from the others

attitudinal loyalty ($R^2=0.588$), 68% in behavioral loyalty ($R^2=0.685$), 31% in cognitive attitude ($R^2=0.319$), 23% in affective attitude ($R^2=0.233$), and 41% in conative attitude ($R^2=0.415$), signifying a moderate in-sample predictive capability (Hair et al. 2019). Figure 2 presents the R^2 values. Out-of-sample predictive validity was examined using the PLSpredict procedure (Hair Jr 2020). As indicated in Table 5, the model outperformed the naïve benchmark, with positive Q^2 predict values for the indicators of cognitive, affective, and conative attitudes, as well as attitudinal and behavioral loyalty. Additionally, when assessing the predictive capability (out-of-sample) for the indicators in the main effect model, it was observed that the RMSE for the PLS-SEM model was smaller than that of the LM benchmark (refer to Table 5). Therefore, it can be inferred that the model exhibits strong external (out-of-sample) predictive capability (Shmueli et al. 2019).

Subsequently, we analyzed the structural relationship and hypothesis testing. The results laid the foundation for assessing the study's hypotheses and gauging the relative strength of the independent variables' effect on the dependent variable. Table 6 and Fig. 3 present the outcomes of the algorithm and bootstrapping tests (based on 5000 sub-samples),

Table 4 Collinearity assessment

Constructs	VIF (Variance Inflation Factor)				
	CG	AF	CN	AL	BL
Masstige Value	1.069	1.069	1.069	1.56	1.56
Social Value	1.069	1.069	1.069	1.397	1.397
Cognitive Attitude	—	—	—	1.779	1.779
Affective Attitude	—	—	—	1.884	1.884
Conative Attitude	—	—	—	2.219	2.219

MV, masstige value; SV, social value; CG, cognitive attitude; AF, affective attitude; CN, conative attitude; AL, attitudinal loyalty; BL, behavioral loyalty

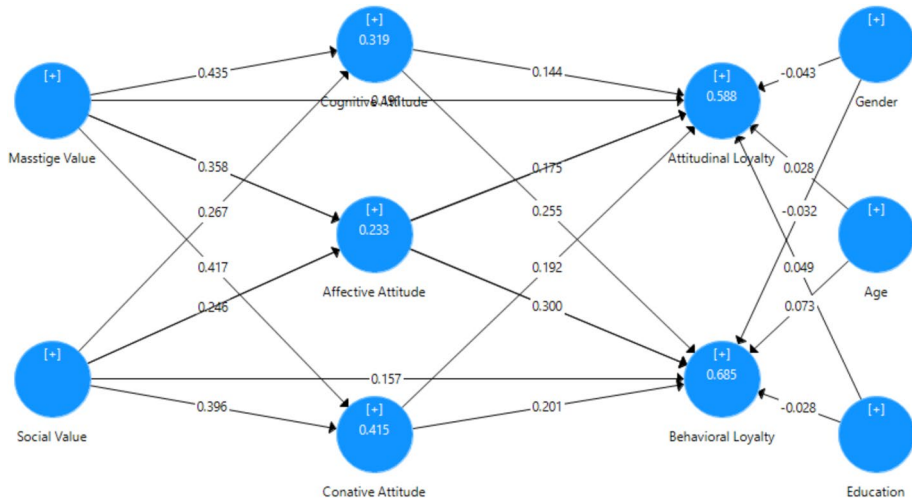


Fig. 2 Measurement model

Table 5 PLS_{predict} results

Variable	Q^2_{predict}	RMSE		
		PLS-SEM model	LM model	RMSE
Cognitive Attitude				
CG1	0.252	0.893	0.895	−0.002
CG2	0.280	0.860	0.866	−0.006
CG3	0.262	0.840	0.855	−0.015
CG4	0.239	0.872	0.883	−0.011
Affective Attitude				
AF1	0.182	0.899	0.900	−0.001
AF2	0.198	0.883	0.889	−0.006
AF3	0.128	0.910	0.920	−0.010
Conative Attitude				
CN1	0.326	0.766	0.773	−0.007
CN2	0.331	0.791	0.782	0.009
CN3	0.296	0.807	0.808	−0.001
Attitudinal Loyalty				
AL1	0.341	0.803	0.815	−0.012
AL2	0.386	0.749	0.757	−0.008
AL3	0.398	0.770	0.775	−0.005
Behavioral Loyalty				
BL1	0.356	0.756	0.763	−0.007
BL2	0.377	0.750	0.761	−0.011
BL3	0.330	0.783	0.789	−0.006

encompassing coefficient β , the corresponding significance of the effects (t values and ρ values), and the conclusions supporting each hypothesis. Throughout the analysis, the coefficient β aids in understanding the relationships between variables. A coefficient β value closer to +1 signifies a strong positive relationship, and conversely for a negative value. Path coefficients near 0 indicate a weaker relationship, while very low values close to 0 are generally not statistically significant (Hair et al. 2017). The results affirm H1a to H1e, H2a to H2e, H3a, H3b, H4a, H4b, H5a, and H5b. However, the impact of control variables such as gender, age, and education on consumer attitudinal and behavioral loyalty was found to be insignificant, except for the influence of age, which was deemed significant on behavioral loyalty ($\beta=0.073$, ρ value <0.004).

In the subsequent analysis, we examined the mediating role of cognitive, affective, and conative attitudes in the relationships between masstige value, social value, and consumer attitudinal and behavioral loyalty. A crucial prerequisite is the significance of the relationship between masstige value and cognitive attitude, as well as between cognitive attitude and attitudinal loyalty ($\beta=0.063$, $\rho<0.026$), the significance of the relationship between masstige value and cognitive attitude, along with between cognitive attitude and behavioral loyalty ($\beta=0.111$, $\rho<0.000$), the significance of relationships between social value and cognitive attitude, as well as between cognitive attitude and attitudinal loyalty ($\beta=0.038$, $\rho<0.045$), and the significance of relationships between social value and cognitive attitude, along with between cognitive attitude and behavioral loyalty ($\beta=0.068$, $\rho<0.001$), were examined. The same approach was applied to explore the relationships involving masstige value and consumer affective attitude, social value and consumer affective attitude, masstige value and consumer conative attitude, and social value and consumer conative attitude, each with their respective influences on attitudinal and behavioral loyalty. Consequently, the findings provide support for H3c to H3f, H4c to H4f, and H5c to H5f.

4 Discussion

The objective of the current study was to evaluate the impact of masstige value and social value on attitudinal and behavioral loyalty directly as well as indirectly via consumer cognitive, affective, and conative attitudes. The study aligns with the proposed hypotheses, validating that these brand values positively influence attitudinal and behavioral loyalty, with positive intermediary influence of consumer attitudes (measured through cognitive, affective, and conative) between these relationships.

The results of the study demonstrate that masstige value has positive effects on both the attitudinal and behavioral prospects of loyalty and captures the consumer emotional as well as the behavioral loyalty. Masstige value due to the attraction and market distinction of luxurious and affordable brands strengthens the attitudinal components of the relationship, this, in turn, leads to continuous buying behavior and more so long-term brand loyalty. Furthermore, it is found that masstige value has substantial effect on cognitive attitude as a concept which outlines consumer perceptions and beliefs facilitated by prestige and accessibility of the mass market. This positive cognitive change enshrines overall brand image, which in turn influences the buyer's attitude and behavior. The study also depicts a strong impact on affective attitude that postulates the emotional bond consumers form towards the brand having distinct combination of prestige and mass appeal. This combination prompts positive emotive response that are able to improve the consumption experience

Table 6 Results of algorithm and bootstrapping tests

Hypothesis	Path	Coefficient	t values	ρ value	Support
H1a	MV $\rightarrow$ AL	0.191	3.144	0.002	✓
H1b	MV $\rightarrow$ BL	0.152	2.529	0.011	✓
H1c	MV $\rightarrow$ CG	0.435	8.687	0.000	✓
H1d	MV $\rightarrow$ AF	0.358	6.829	0.000	✓
H1e	MV $\rightarrow$ CN	0.417	7.956	0.000	✓
H2a	SV $\rightarrow$ AL	0.314	5.334	0.000	✓
H2b	SV $\rightarrow$ BL	0.157	3.552	0.000	✓
H2c	SV $\rightarrow$ CG	0.267	4.891	0.000	✓
H2d	SV $\rightarrow$ AF	0.246	4.311	0.000	✓
H2e	SV $\rightarrow$ CN	0.396	7.218	0.000	✓
H3a	CG $\rightarrow$ AL	0.144	2.366	0.018	✓
H3b	CG $\rightarrow$ BL	0.255	4.943	0.000	✓
H3c	MV $\rightarrow$ CG $\rightarrow$ AL	0.063	2.228	0.026	✓
H3d	MV $\rightarrow$ CG $\rightarrow$ BL	0.111	4.038	0.000	✓
H3e	SV $\rightarrow$ CG $\rightarrow$ AL	0.038	2.006	0.045	✓
H3f	SV $\rightarrow$ CG $\rightarrow$ BL	0.068	3.347	0.001	✓
H4a	AF $\rightarrow$ AL	0.175	2.270	0.023	✓
H4b	AF $\rightarrow$ BL	0.300	4.532	0.000	✓
H4c	MV $\rightarrow$ AF $\rightarrow$ AL	0.062	2.138	0.033	✓
H4d	MV $\rightarrow$ AF $\rightarrow$ BL	0.107	3.441	0.001	✓
H4e	SV $\rightarrow$ AF $\rightarrow$ AL	0.043	1.972	0.049	✓
H4f	SV $\rightarrow$ AF $\rightarrow$ BL	0.074	2.715	0.007	✓
H5a	CN $\rightarrow$ AL	0.192	2.464	0.014	✓
H5b	CN $\rightarrow$ BL	0.201	2.763	0.006	✓
H5c	MV $\rightarrow$ CN $\rightarrow$ AL	0.080	2.248	0.025	✓
H5d	MV $\rightarrow$ CN $\rightarrow$ BL	0.084	2.413	0.016	✓
H5e	SV $\rightarrow$ CN $\rightarrow$ AL	0.076	2.282	0.023	✓
H5f	SV $\rightarrow$ CN $\rightarrow$ BL	0.079	2.599	0.009	✓
Control variables	GENDER $\rightarrow$ AL	-0.043	1.337	0.181	–
	GENDER $\rightarrow$ BL	-0.032	1.210	0.226	–
	AGE $\rightarrow$ AL	0.028	0.884	0.377	–
	AGE $\rightarrow$ BL	0.073	2.828	0.005	–
	EDUCATION $\rightarrow$ AL	0.049	1.663	0.096	–
	EDUCATION $\rightarrow$ BL	-0.028	1.030	0.303	–

MV, masstige value; SV, social value; CG, cognitive attitude; AF, affective attitude; CN, conative attitude; AL, attitudinal loyalty; BL, behavioral loyalty

Significant at 0.05 (two-tailed)

and transform these products into status symbols and indicators of personal identity and hence creating a more profound affective bond that exceeds the boundaries of conventional market segmentation. The study points towards the substantial influence of masstige value on dispositions of consumer conative attitude which represents the consumer willingness or inclination to perform an action, like making a purchase. The combination of luxury and

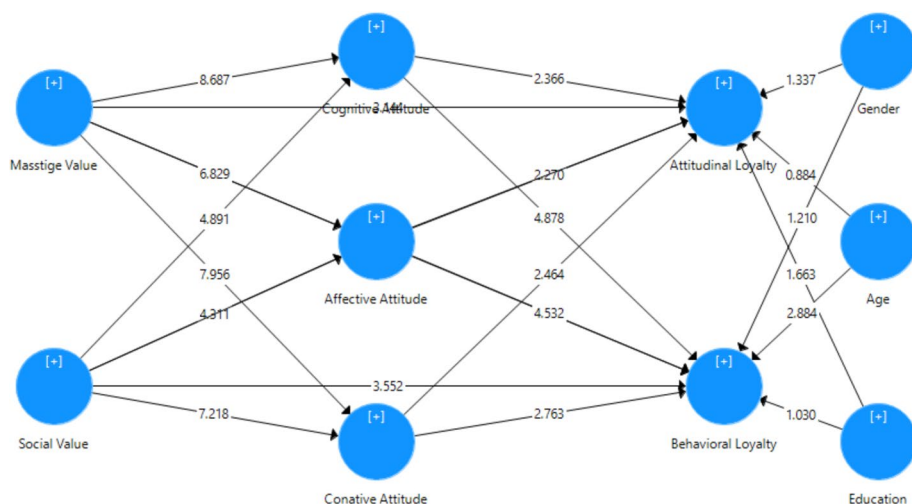


Fig. 3 Structural model

affordability develops a great deal of gratification among the consumers, with the desire to generate a positive experience through brand recommendation and repurchase, underscoring the effect of masstige value in influencing consumer behavior. The results support the previous studies validating the relevance of the masstige value on consumer purchasing behaviour (Park et al. 2022), and a strong correlation between masstige value and consumer attitudes (Bilro et al. 2022; Paul 2019).

The results indicate a profound positive impact of social value towards attitudinal loyalty as consumers' psychological and emotional affiliations emerge due to the perceived social utility of the brands. As individuals recognize the inherent social value, they are capable of developing strong affective connections hence resulting into long-term loyalty. Also, the research demonstrates that there is a significant positive influence on an aspect of behavioral loyalty that can be seen in their buying decisions and repurchases. This dimension is driven by the perceived social responsibility where individuals feel that the brands they patronize are beneficial to society thus strengthening the behavioral loyalty. Another component of social value which plays an imperative role in shaping the consumer cognitive attitude to the brands by linking the brand to the positive qualities, innovativeness and responsibility. The study also establishes a positive effect on consumer affective attitude revealing the emotional bonds that consumers have with those brands which have reflection on the positive societal influence on the community, build positive emotions and the individual experience becomes more personal and unique while social responsibility of the brands become symbol for shared values, creating higher affective bond which goes beyond the conventional market segmentation. Finally, the research confirms that social value has the most significant positive influence on the consumer conative attitude showing individual's willingness to act in a certain way. The perceived societal influence may be summarized into a heightened need among consumers to undertake positive action, such as brand endorsement, word of mouth communication, and repeated purchases of the brands. The results are aligned with the earlier research (Park et al. 2022) and establish that social value has a positive impact on consumer purchase intentions toward masstige brands. Moreover, in support of value perception and its contributions to purchase intentions, Purohit and

Radia (2022) also extended the understanding of attitudinal loyalty. In addition, Shammout (2020) has supported the current study's findings containing positive influence of social bonds on both attitudinal and behavioral loyalty as well as general conclusions made in this study.

The findings reveal a strong and positive significant relationships between cognitive, affective and conative attitudes and both the attitudinal and behavioral loyalties. This implies that individuals' feelings, cognitions and/or behaviors all work jointly to propel consumers' loyalty. Additionally, the study establishes a taxonomy of the relationships between masstige value and consumer attitudes, which reveals that cognitive, affective, and conative attitudes act as mediating variables between masstige value, and both attitudinal and behavioral loyalties. Masstige value which implies affordability with regards to status influences consumer attitudes, and these consumer attitudes are instrumental in determining loyalty. Consumers perceptions based on the concept of masstige value prompt them to have cognitive beliefs, emotional loyalty, and behavioral intentions that play a major role in forming loyalty. In the same way, the research incorporates this mediating association in social value, suggesting that cognitive, affective, and conative attitudes mediate the relationship between social value and attitudinal and behavioral loyalties. Societal effects perceived on some products or brands affect consumer attitudes through which they are connected with attitudinal and behavioral loyalty. For the consumers who perceive positive social value, there is enhanced positive cognitive responses, affective connections as well as behavioral intentions hence increased loyalty. Understanding how such aspects as masstige value encoded in products and social value drive these attitudes can help the marketers in assessing what strategies have to be provided to the consumers in order to build long term positive and meaningful relations between consumers and brands. The results support the earlier studies establishing the favorable attitude of consumers regarding the masstige concept (Jhamb et al. 2020; Nobre et al. 2023; Shahid et al. 2023), the substantial influence of consumer attitudes (i.e. cognitive, affective, conative) towards masstige engagement (Das et al. 2022a, b), the influential intermediary role of consumer cognitive and affective attitudes towards purchase intention (Zahid et al. 2024), and positive role of these attitudinal components between brand values, purchase intentions and recommendation intentions (Kwon and Ahn 2023).

4.1 Theoretical contributions

This study establishes the bridging gap of the loopholes of earlier research carried out in this context. After a meticulous review of available literature, the scholars couldn't find the research regarding the dimensions of brand values through consumer attitude and how it will lead to the enhancement of attitudinal and behavioral loyalty. In the Pakistani masstige market, the current study has the potential to stand out as a unique contribution, offering insights that could refine previously proposed empirical frameworks.

This study makes a significant theoretical contribution by simultaneously investigating the impact of masstige value and social value on both attitudinal and behavioral loyalty. Prior research has often treated these values independently, but this study integrates them within a comprehensive framework, recognizing their collective influence on consumer loyalty. The study adds value by establishing the mediating effect of attitudinal variables such as cognitive, affective and conative attitudes in the relationships between the concept of masstige value, social value and both attitudinal and behavioral forms of loyalties. These proposed intervening mechanisms enrich the theory by explaining on how these brand

values establish themselves in consumer loyalty: In this manner, the mediating influence of cognitive, affective, and conative attitudes contribute to the refinement of theoretical knowledge about consumer attitudes by outlining and discussing how these attitudes are different and the role they play in mediating the links between both the positive associations of masstige and social values, and the influence that attitudinal and behavioral loyalties can exert over consumers.

From the theoretical insight, the research makes contributions by offering the understanding of how masstige and social values influence consumer perception and behavior. Explaining the intermediacy of attitudes, it extends the knowledge on cognitive structures of consumers' choice by offering theoretical contributions, which could be valuable for future research in the area of brand perception and consumer behaviour. The theoretical findings have direct application to the marketers because the current study reveals the specific mediation pathways between masstige value, social value and consumer attitudes and loyalties. This knowledge provides marketers with a more informed theoretical foundation, allowing them to design strategies that resonate effectively with consumers' cognitive, affective, and conative responses.

The current research responds to the literatures' call to investigate consumer attitudes through several distinct but related dimensions within the masstige phenomenon (Shah and Shah 2022), thereby making a substantial contribution to the existing body of knowledge in the masstige literature. By examining these various dimensions, this study provides more nuanced understandings of how consumers perceive and relate to prestige brands, shedding light on the complexities of the masstige market.

4.2 Managerial implications

The implications proposed in this section may be beneficial for the masstige brand marketing practitioners, who may utilize the impacts in a real-world state to connect with masstige brand customers. The current study identifies various stirring insights for marketing managers interested in positioning their brands on masstige plank in Pakistan and possibly in other growing markets. Besides intensification of the existing masstige literature, the findings of the current study have numerous significant implications for the masstige brand managers interested in the development of masstige brands. To enhance purchase intentions amongst target individuals in developing markets, the masstige brands marketing managers must communicate the masstige value of the brands, as value-oriented customers seek distinctive, transformative, authentic, and symbolic products or services (Loureiro, Bilro, and Angelino 2021).

Marketers can leverage the positive impact of masstige value and social value on attitudinal and behavioral loyalty by strategically positioning their brands. Highlighting the unique combination of accessibility and prestige (masstige value) alongside the brand's societal contributions (social value) can significantly enhance brand perception and foster stronger consumer loyalty. The intermediating influence of consumer cognitive, affective, and conative attitudes suggest the need for appropriate communication strategies. It allows marketers to create communications that align with these particular attitudes to change cognitive perceptions, evoke enjoyable feelings, and provoke for the required consumer behavior. This level of customization can lead to more influential and evocative manners of communicating with the brands. However, it appears that strategies of segmenting on consumer preferences and behaviors may benefit marketing practitioners by enabling them to implement suitable consumption-focused approaches.

Understanding the intermediate role of the consumer attitudes contributes to the construction of the pathway that leads to desired consumer behavior in terms of engagement thus helping the brands to forge positive and long-term relationships with the consumers on various phases suchlike rational, emotional and voluntary. To illustrate this, it is important that practitioners should be able to segment individuals according to the value and the preference that they have. The storytelling technique, the interactive campaigns, the support to social issues can boost the positive impact of masstige value and social value increase consumer commitment. When new products and services are developed it is important that they are placed within the perspective of masstige value and social value dimensions so as to enhance the value proposition to consumers, attractiveness as well as sustain consumer loyalties by continually delivering on the value promises made. When brands engage individuals according to these consistencies of attitudes, they create appeals that strike chords with consumers thus ensuring long-term satisfaction. As highlighted in the research, the elements of masstige value and social value might be considered as critical to the overall understanding of consumers' perception and brand loyalty while asserting that brands can use these values as crucial tools to differentiate themselves in the marketplace. By highlighting these features, brands can gain a competitive advantage, attract consumers who resonate with their values, and build a loyal customer base.

To the marketers, these findings can be used to develop better brand positioning of the products that support the concept of masstige value and social value, thereby building strong consumer loyalty when, in turn, gaining insights about consumers' behavior and preferences, marketers can create appropriate marketing communications that appeal to the specific target consumers and enhance brand engagement. The findings of the research may assist the managers in the development of the solid consumer-brand relationships through stressing those aspects of brand values, attitudes, and loyalties, which are most vital for the individuals utilizing an improvement of the loyalty program through the integration of the elements of cognitive, affective, and conative attitudes that would stimulate consumer loyalty.

4.3 Limitations

There are numerous limitations to the current study, which are considered as offerings the potential for future research. First, the current study is limited to the examination of only consumer attitudes as a consumer behavior attribute. Second, this study is limited to Yamaha heavy-bike brand out of more than 10 heavy-bike brands operating in Pakistan. Third, the current study was conducted in one South Asian country, Pakistan, by exploring a single culture. Lastly, the list of brands varied across industries (accessories, technology, clothing, etc.), and the current study is limited to the heavy-bike industry.

4.4 Directions for future research

Future studies may explore other consumer behavior attributes as the brand literature has not yet explored consumer motivations behind masstige consumption (Kapferer and Vallette-Florence 2022; Shahid and Paul 2021; Wang et al. 2022), and investigation of consumer behavior attributes e.g. consumer self-concept and consumer motivation through several distinct but related dimensions in masstige phenomenon (Shah and Shah 2022). Second, the meanings of masstige brands may be investigated further in various cultures

which might also assist in generalizing the results and will assist in the evolution of masstige meanings globally (Goyal 2021), as customers' luxury consumption is influenced by cultural and social dimensions (Paul 2015; 2019), so the impact of culture might reveal various significations for luxury brands management, conceiving its impact in masstige campaign (Bilro et al. 2022; Shahid and Paul 2021). Future studies may conduct longitudinal studies to investigate the temporal effects of masstige and social values on consumer attitudes and behaviors and to identify potential causal relationships. Lastly, it would be interesting to investigate the impact of cultural aspects on consumer behavior as diverse cultures might present valuable insights for masstige brands (Purohit and Radia 2022). Specifically, it will be relevant in the future to explore the role of cultural factors suchlike cosmopolitanism, individualism and collectivism in the context of masstige brands, as well as the relations and interactions between the social and psychological factors such as interpersonal influence and acculturation when it comes to consuming masstige brands (Das et al. 2022a, b).

4.5 Conclusion

This research addresses the interactions of consumer loyalty by pointing out that the combination of the concept of masstige value and social value has a strong positive influence on attitudinal and behavioral loyalties. Perception based on cognitive attitudes key in the consumers understanding of masstige value and social value whereas affective attitudes build up an emotional bond and conative attitudes are pivotal linking the perceived emotions and beliefs to loyalty actions. If such dimensions will be taken into consideration, brands and marketers will be capable of developing better approaches that influence consumer rational and emotional aspects that boosts loyalty and long-term engagement. Reflecting the analysis of the interdependence of the masstige value, social value, and attitudes, brands are capable of producing an authentic bond that can encourage long-term loyalty. This research adds meaningful suggestions to the growing body of literature about masstige; for practitioners who want to make use of factors such as masstige value, social value, cognitive, affective, and conative attitudes, as well as attitudinal and behavioral loyalties to foster sustainable consumer relationships.

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Declarations

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